

Merit Adds Merit 100's.

MERIT taste science applied to new low tar 100mm cigarette with impressive results.

The MERIT breakthrough technology that produced a whole new taste standard in low tar smoking has now been applied to a 100mm cigarette.

New MERIT 100's. Only 12 mg. tar. Yet packed with 'Enriched Flavor' tobacco. Tobacco fortified with certain key flavor-rich ingredients isolated in cigarette smoke and proven to deliver taste way out of proportion to tar.

If you smoke but haven't chosen to take advantage of the MERIT breakthrough because you prefer a longer length cigarette, you'll be interested.

Range: 8 mg. "tar," 0.7 mg. nicotine—
"tar" & 15 mg. "tar," 0.8 mg. nicotine av. per cigarette by FTC Method.
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MERIT & MERIT MENTHOL, KING & 100's

Because now you have your MERIT, too.
Read the test results for yourself.

Test Data Conclusive

New 12 mg. tar MERIT 100's were taste-tested against a number of major 100mm brands ranging from 17 mg. to 19 mg. tar.

Thousands of smokers were tested! The results, overall, they liked the taste of MERIT 100's as much as the higher tar 100mm brands tested.

MERIT and MERIT MENTHOL, King Size and new 100's.

The taste barrier for low tar smoking has been broken again.

Philip Morris Inc. and its subsidiaries are not responsible for any health consequences from smoking. Philip Morris Inc., New York, N.Y. 10017

Warning: The Surgeon General Has Determined That Cigarette Smoking Is Dangerous to Your Health.

MERIT 100's

